ABSTRACT OF THE DISCLOSURE

A controller-driver, a method of driving the controller-driver, and a method of processing image data enabling scroll or other various functions without adding a storage capacity of a display memory nor increasing power consumption. A built-in display memory having a capacity of one frame (H pixels x V pixels x the number of bits) is partitioned into a plurality of memories according to an image type. High order bits are then stored in a first display memory 7a and high order bits of the next frame or low order bits are stored in a second display memory 7b by using a first selector 8 to a third selector 10 controlled by a memory control circuit 6 before they are read out. Thereby, high-level image data of one frame can be displayed when the scroll function is not used and image data of a plurality of frames can be displayed without accessing an image drawing unit 1 when the scroll function is used, thereby reducing power consumption.